

Rep Order# 6830033 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 103694

Printed: 06/28/2012 10:14 AM
Last Received: 06/27/2012 6:57 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/P2/E //30S
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE -30S WEEK 1 SC=*

--- REMARKS ---

PLEASE SEE NA LINE 48.T HANKS!

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|------|-----------|------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 1 | TU-F | 430A-459A | NEWS | :30 | \$50.00 | 10/30-11/02 | 4 | 1 | 4 | \$200.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 2 | M | 430A-459A | NEWS | :30 | \$50.00 | 11/05-11/05 | 1 | 1 | 1 | \$50.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 3 | M | 5A-6A | NEWS | :30 | \$200.00 | 11/05-11/05 | 2 | 1 | 2 | \$400.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 4 | TU-F | 5A-6A | NEWS | :30 | \$200.00 | 10/30-11/02 | 8 | 1 | 8 | \$1,600.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 5 | TU-F | 6A-7A | NEWS | :30 | \$300.00 | 10/30-11/02 | 8 | 1 | 8 | \$2,400.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 6 | M | 6A-7A | NEWS | :30 | \$300.00 | 11/05-11/05 | 2 | 1 | 2 | \$600.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | 7 | M | 7A-9A | NEWS | :30 | \$400.00 | 11/05-11/05 | 4 | 1 | 4 | \$1,600.00 | |
| | | | | Buyline Comment: TODAY | | | | | | | | |
| | 8 | TU-F | 7A-9A | NEWS | :30 | \$400.00 | 10/30-11/02 | 16 | 1 | 16 | \$6,400.00 | |
| | | | | Buyline Comment: TODAY | | | | | | | | |

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|--------------------|----------------|
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Уағдар

| | | | | | |
|----|----------|-------------|---|---|----------|
| 30 | \$150.00 | 11/03-11/03 | 1 | 1 | \$150.00 |
|----|----------|-------------|---|---|----------|

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----------------------|----|-----|----------|---------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 52 | SA | 1130P-1A | | :30 | \$550.00 | 11/03-11/03 | 1 | 1 | 1 | \$550.00 | |
| Buyline Comment: SNL | | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 168 / \$48,575.00

---SALES MONTHLY TOTALS---

Nov 12: 168 / \$48,575.00
 Sales Totals: 168 / \$48,575.00
 Station Totals: 168 / \$48,575.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|----------|---------|---------|----------|----------|
| Market Totals | \$242,875 | CATV 0% | KBLR 0% | KINC 0% | KLAS 32% | KSNV 20% |
| | | KTNV 21% | KTUD 0% | KVCW 1% | KVMY 1% | KVVU 25% |
| | | XXXX 0% | | | | |

---COMPETITIVE COMMENTS---

NEW ORDER
 EST SHARES

Books NOV12
 Demos RA35+